

ABSTRACT

A method for determining preference results from test subjects attributable to an
5 attribute of a product, the method including calculating a base preference for the
product, where the base preference is the ratio of the number of test subjects who
preferred the product overall but not with respect to the attribute to the number of test
subjects who did not prefer the product with respect to the attribute. The method also
includes calculating a downside for the product by taking the difference between the
10 base preference and the overall preference, where the overall preference is the ratio of
the number of test subjects who preferred the product overall to the total number of test
subjects. The method also includes calculating an upside for the product by taking the
difference between the overall preference and the best preference, where the best
preference is the ratio of the number of test subjects who preferred the product both
15 overall and with respect to the attribute to the number of test subjects who preferred the
product with respect to the attribute.